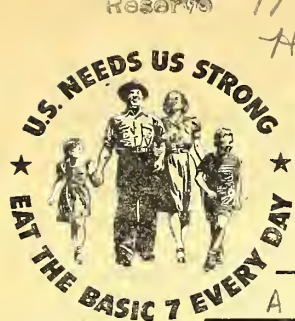


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.





# NUTRITION

Published Monthly by the Nutrition Programs Branch  
OFFICE OF DISTRIBUTION, W. F. A.  
With the Approval of the Director, Bureau of the Budget

WAR FOOD ADMINISTRATION

LIBRARY  
CURRENT SERIAL RECORD  
MAY 4 - 1944  
U. S. DEPARTMENT OF AGRICULTURE  
*News Letter*

NUMBER 24

WASHINGTON, D. C.

May, 1944

## FOOD CONSERVATION—THEN: May 1917

"SAVE THE WASTE!" 27 years ago this month, the cover page of the Journal of Home Economics carried this slogan in bold red letters. It was a catchy way to feature one of President Woodrow Wilson's 11 special appeals "to all the people of the Nation urging them to join the great service army" and do their bit:

"To housewives—ELIMINATE WASTEFULNESS AND EXTRAVAGANCE!"

Anyone who re-reads the May 1917 JHE will agree that conservation was then, as now, the subject of the day. A few excerpts seem apropos:

"Dietary studies point to an annual food waste of about \$700,000,000. . . . For partial immediate relief, every individual and community should consider earnestly the matter of food conservation and the limitation of waste. . . ." So wrote the Secretary of Agriculture (the Honorable David Franklin Houston). Quoting again:

### "GOOD FOOD IS WASTED—

If it gets into the garbage pail.  
If allowed to spoil in the home.  
If ruined by careless cooking.  
If carelessly pared and trimmed.  
If too much is served at a meal."

The editorial for the month stated: "The question today is not the saving of money but the conservation of resources." The importance of conserving woollen materials, saving waste paper and rags from which paper could be made, wearing shoes longer to help prevent a shortage of leather, saving all fats, and the conservation of effort are all mentioned in one article or another. "It is in these simple and humble ways quite as much as in the more spectacular ones that real service may be given. In the President's call for service . . . perhaps none is more needed than that to the housewife—Eliminate Waste!"

## FOOD CONSERVATION—NOW: May 1944

Today we have the same general problem as we had in 1917—we have to make the best possible use of the food available. But the 1917 antiwaste campaign was solely concerned with reducing visible waste—while the 1944 campaign is concerned with reducing invisible waste, too! June has been designated as conservation month in the FFFF Program, but we should strive to cut down on both kinds of waste throughout the year.

Knowledge of nutrition has come a long way since 1917. Now we know we have to combat hidden hunger as well as hollow hunger. In the present campaign to reduce food waste "From the Flow to the Plate," nutrition committees can help make the Home Front Pledge include precautions to prevent the escape of valuable minerals and vitamins.

In this war on waste, nutrition committees can see that a slogan against invisible waste appears for every slogan on visible waste. For example:

### Visible Waste—

JOIN THE CLEAN PLATE CLUB  
LICK THE PLATTER CLEAN  
SHORT-CHANGE THE GARBAGE PAIL

### Invisible Waste—

STARVE THE KITCHEN SINK  
COOK THE VITAMIN WAY  
DON'T FEED VITAMINS TO THE AIR

Homemakers still need help in realizing that food values depend a great deal on buying, storage, preparation, cooking, and serving care. Even if we succeeded in reducing physical waste to a minimum, it would be useless if Americans didn't get all the vitamins and minerals from their food that nature intended should be there. This is a campaign that concerns all of us, rich or poor, young or old, but for the reduction of invisible waste the greatest responsibility lies with the homemakers of America.



## 1944 SUGAR SUPPLY

Housewives are getting the same amount of sugar for general household use and for home canning as they did last year—5 pounds every 2½ months on the regular sugar stamp and a maximum of 25 pounds per person for canning. Families that sell products canned and preserved at home may apply this year as last for a maximum of 250 pounds of sugar per family.

The sugar ration for home use is being continued without cut although the over-all civilian sugar supply is 6 percent less this year than last. In order to maintain the housewife's present ration certain industrial users of sugar are taking a cut. The sizable quantity of sugar now going into the production of munitions and synthetic rubber is the principal reason for the tight supply. There was also a slackening of beet-sugar production last year due to manpower shortage. The transportation of sugar within and without continental United States is subject to the same difficulties as the shipment of all civilian goods.

## CONSERVING VITAMIN VALUES

Because of the importance of vitamins for good nutrition, any program on food conservation must focus attention on the prevention of vitamin losses from the field to the table. The following information is taken from a recent summary of Experiment Station research on vitamins (see list of new materials):

Many factors contribute to the variation in vitamin content of a given food—climate, and soil, variety, maturity, conditions of storage, processing, and preparation for the table. The consumer has no control over variations due to most of these influences. She should, however, know the stage of maturity at which fruits and vegetables have their maximum vitamin content. She should also know that freshly gathered food crops or those that have been kept at low temperatures during storage have had their vitamin content protected better than the same foods handled under less favorable conditions. More particularly, she should be familiar with factors affecting vitamin losses which she can herself control.

Maturity.—Strawberries, blueberries, cantaloups, blackberries, honeydew melons, and peaches all increase in ascorbic acid content up to prime maturity—they should be used when just ripe. Tomatoes

and peppers also increase in ascorbic acid value as they ripen, and peppers increase manyfold in carotene. Onions and beans show highest value in young, immature stage.

Storage.—Crops such as onions, parsnips, and potatoes lose ascorbic acid throughout the storage period, especially in late winter and early spring. Diets should be planned to compensate for this loss. Whether the food comes to the kitchen in the fresh, the frozen, the canned, or the dehydrated state, it is still sometimes stored at home and is subject to further vitamin losses. In home storage, acid fruits and tomatoes keep ascorbic acid much better than do nonacid. Losses in cabbage are large even in the home refrigerator. These observations emphasize the importance of home gardens to supply strictly fresh foods.

Preparation and Serving.—Further losses may occur in the preparation, cooking, and serving of food. The trimming, paring, and choice of portion utilized will have some influence on the vitamin value of the food as cooked. In fruits, the skins and the tissue immediately beneath, and in cereals, the outer branny layers and the germ portion have been shown to carry higher concentrations of vitamins than do the inner tissues. The practice of discarding the outer green leaves of head lettuce and cabbage results in decided loss of vitamin values since these are much richer in carotene and ascorbic acid than are the inner bleached leaves.

Cooking losses in vegetables range from 0 to 33 percent if cooking water is utilized; from 20 to 40 percent if the cooking water is discarded. Increase in the amount of cooking water increases the amount of vitamins dissolved; length of cooking time determines amount of vitamins destroyed. Great care should be taken not to overcook, especially when the pressure saucepan is used. Root vegetables, boiled whole and unpeeled, retain more of their vitamins than do those cut in small pieces. Soaking pared, cut potatoes in salt water prior to boiling serves to reduce the vitamin loss in cooking. Additional losses occur when cooked food is held on the stove, in the warming oven, or on the steam table prior to serving, or when reheated as a left-over.

## Notes from the Field

WISCONSIN Nutrition Chairman, Miss Frances Zuill, said in February: "More and more we are realizing what a nation



of food wasters we have been. To combat this waste, Clean Plate Clubs are being organized. . . . Some places may decide that the Clean Plate Club is not the way in which they wish to carry out a food conservation program. . . . The important thing is that every person in every community become aware of the food he is wasting and do his bit for food conservation."

MICHIGAN reports: In Ann Arbor—Plans are under way for a series of slides on the Clean Plate, to appeal to children; they will be made by the County Superintendent of Schools' office. In Highland Park—A Home Economics teacher and a School Lunch Manager, disturbed by the amount of food wasted by children who brought lunches from home, took the sixth-grade group to the basement to examine the contents of discarded lunch bags. The children, much impressed by the kinds and amounts of food thrown away, gave talks on food waste to their class. The best two "speeches" were later given in every room in the school. Result: The furnace man said a few weeks later that he used to feed all his dogs on the wasted sandwiches, but that lately there had not been enough "to keep a pup alive."

NEW KENSINGTON, PA.'s Local Nutrition Committee, with the objective of making every person in the town realize that by saving food, he or she could directly help win the war, carried on an intensive "Food Conservation Campaign" from September 13 to 24, 1943.

To make sure that individuals in every house in the town would be reached by the means most apt to "flag" his or her complete attention, a "wide-interest" group, representing the schools, industry, Boy and Girl Scouts, Federated Women's Clubs, Chamber of Commerce, labor and daily press, church, civic and Government groups, made up the campaign committee to plan detailed activities.

Comparison between limited surveys made before and after the campaign, disclosed that while the quantity of food wasted in New Kensington is small, there seemed to be a significant loss of nutritive value in the preparation of food, which situation improved somewhat after the campaign.

ELMIRA, N. Y., carried out "an educational food and nutrition campaign to help prevent a critical food shortage during the war emergency." To accomplish this objective the slogan, "Be a Kitchen Commando—Fight Food Waste in the Home" was adopted. The responsibility for the cam-

paign was divided among members of the Nutrition Committee in Elmira. To cover publicity, press and radio, tie-in-commercial advertising, store-window displays, automobile signs, window "Kitchen Commando" stickers, "table tents" for restaurants, printing on milk bottles, and letters to advertising managers asking their cooperation were used. Block Leaders and Community Neighborhood Leaders were trained to explain the information in pamphlets they distributed in a house-to-house canvass.

MINNESOTA: When Minneapolis "went to town" on its FFFF program in November, conservation was in the spotlight. These few examples may be suggestive: Minneapolis Victory Aides, more than 7,500 of them, put on a special drive to tell neighbors in their block how to make food fight for freedom. Conservation was featured in this drive.—Restaurants and Hotel Associations in Minneapolis held a special meeting to study ways and means of preventing waste. Merchants of the city cooperating in the FFFF program gave customers a "pin-up" quiz to hang in their kitchens as a daily reminder that "food is the mightiest weapon of them all." The quiz asked the housewife to score herself on the four items of the home-front pledge. The quiz on item 2 asked, Do You CONSERVE Your Food—

- "By wasting nothing—cleaning the plate?"
- "By preserving food in your home?"
- "By substituting plentiful for scarce foods?"
- "By serving the right foods for strength and health?"

KANSAS: Recognizing that ministers reach men, women, and children in all urban neighborhoods and at the "cross-roads," Shawnee County, Kans. (Topeka), contacted the ministers of all denominations in the county with the suggestion that they incorporate a message on the importance of Nutrition in Wartime in their Thanksgiving sermons.

ILLINOIS: McLean County, through the cooperation of various agencies, promoted the Food Fights For Freedom campaign by radio, newspaper publicity, demonstrations, and class work. An estimated crowd of 1,500 viewed window demonstrations which were an outstanding feature of the conservation program. The demonstrations given by 4-H Club girls or by high school home economics students each Saturday afternoon for a month were planned so that three different teams worked in relays of 1 hour each.



OKLAHOMA: The Okmulgee County Nutrition Committee's "March" on Food Waste. Recognizing that food waste ranks as a problem along with production, preservation, and rationing, a county-wide food conservation campaign was carried out during the month of March. The program was planned to bring attention to wastes in as many areas as possible, including homes, restaurants, retail grocery stores, school lunches, and on farms. Importance of getting the Basic 7 foods was stressed along with conservation in all groups.

RHODE ISLAND: As a means of actually getting the FFFF program before the public, the Rhode Island State Nutrition Committee is preparing a series of diagrams and directions for nutrition exhibits that can easily be set up by local committees. For example, one of the suggested exhibits carries a large placard, "FOOD IS A WEAPON—DON'T WASTE IT," and an individual table setting with partly eaten food left on the plate; smaller placards bear the information, "Cost of this food is about 6 cents. It would buy 2 bullets for a .45 caliber gun," and "About 200 calories are lost, enough to supply 1/10 of the day's energy needs, plus minerals and vitamins." These exhibit suggestion sheets are sent out from time to time to keep local committees posted on what phase of the FFFF program needs stressing at a particular time.

FARM CROP CORPS PLANTING: During May the FFFF food calendar lists Farm Crop Corps planting as the program of the month. Here again nutrition committees have an opportunity to help the FFFF program along by tying nutrition teaching into the production schedule. Through schools, churches, grocery stores, etc., children can receive nutrition materials that will teach them what they can plant that will furnish them with the most nutritive value.

NEW MATERIALS (Samples not Enclosed)

"Approved Films on Food and Nutrition"—44 pp. Catalog of films reviewed and approved by Committee on Evaluation of Motion Pictures of New York City Food and Nutrition Program. Full details about source and terms of availability and an appraisal and resume are given for each film. Catalog available from Department of Health, 125 Worth Street, New York 13, N. Y., 25 cents.

"Experiment Station Research on the Vitamin Content and Preservation of Foods"—a timely publication summarizing recent work on the vitamin content of foods and the effects of various methods of preservation on vitamin values. Its 89 pages include many studies on vitamin losses, and extensive citation of literature. USDA Misc. Pub. 536, available from Government Printing Office, Washington, D. C., 10 cents.

NEW MATERIALS (Samples Enclosed)

"Outline of Prospective Civilian Food Supplies for Year Beginning April 1944"—a digest of the food forecast as prepared by the Civilian Food Requirements Branch of OD. This report stresses particularly the food supplies for the second quarter of 1944, April through June, and will be extremely important and useful to nutrition committees. It should be borne in mind, however, that due to problems of distribution, availability of foods will differ in different areas. It is therefore important to check with State OD supervisors on the supplies of food before releasing statements on either scarcity or abundance. No additional copies of this forecast are available for distribution.

"The Conservation of Food"—a handbook of facts on food waste, prepared by WFA in cooperation with OWI primarily for the use of advertising media people. It deals with curtailing food waste in the home as a part of the United States Government Campaign to promote the production, sharing, and proper use of food. Additional copies are available at regional OD offices.

Sincerely yours,



M. L. Wilson, Chief  
Nutrition Programs Branch



W. H. Sebrell, Associate Chief  
Nutrition Programs Branch